



# GOOD LUCK & GOOD FORTUNE: *Celebrating Lunar New Year*

## DID YOU KNOW...



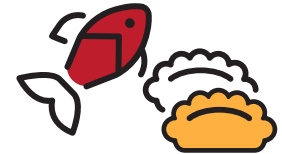
**Lunar New Year** is the beginning of the lunisolar calendar and starts on **February 16, 2018**. The holiday ends on **March 2, 2018** with the **Spring Lantern Festival**.



**2018 is the Year of the Dog**. Individuals born during the year of the dog are believed to possess the qualities of **loyalty, patience and reliability**.



**Fireworks, lion and dragon dances, Shehuo folk shows, and opera performances** are often important parts of the celebration.



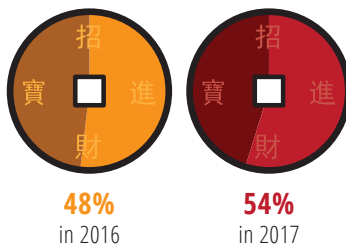
The most well-known festival foods include **dumplings, rice cakes, spring rolls and fish**.

## CONSUMER TRENDS DURING LUNAR NEW YEAR<sup>1</sup>



Overall **retail and catering services sales combined increased 11.4%** year over year (2016- 2017), totaling **\$126.44 billion**.

Percentage of Lunar New Year-related spending occurring online:



Top product categories purchased online during the holiday:



**Food/Beverages & Apparel**



**6.15 million people in China visited a foreign country during the holiday**, spending over **\$15.1 billion** while abroad.

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Contact [sales@exponential.com](mailto:sales@exponential.com) for information on how you can make more meaningful connections with your audiences in the new year.



(1) Cheung, Man-Chung, "Five Facts You Might Not Know About China's Lunar New Year." EMarketer Retail, 19 Feb. 2017, retail.emarketer.com/article/five-facts-you-might-not-know- about-chinas-lunar-new-year/58ae086f9c13e50fc450c09f.